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The editorial work in producing an issue of the K mart begins with a series of brief talks with designated K mart executives in Detroit. First our editors want your thinking on merchandising subjects that will be current at the time of publication. Second, we submit our ideas for feature articles that will arouse reader attention.

Once our editors and your executives have agreed in general as to the contents of a forthcoming issue, our staff members carry out the factual research. Photos are taken, copy is written and the publication is prepared for your approval in the form of a silverprint proof.

Upon your approval of the silverprint, we then proceed with all stages of production and deliver the completed publications to your distribution points for shipment to the stores.